

Message Text

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PAGE 01 MANILA 03885 161148Z

ACTION EB-08

INFO OCT-01 EA-09 ISO-00 COME-00 /018 W

-----162117Z 057631 /66

R 160828Z MAR 77

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 7205

UNCLAS MANILA 3885

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM (FBP)

REF: STATE 045849

1. UPON REQUEST FROM THE DEPARTMENT OF COMMERCE, THE POST RECOMMENDS WHICH TRADE FAIRS IN THE UNITED STATES WOULD BE MOST SUITABLE FOR PROMOTION UNDER THE FBP. AFTER THE LITERATURE IS RECEIVED FROM COMMERCE IN THIS REGARD, THE EMBASSY CONTACTS THE APPROPRIATE TRADE ASSOCIATIONS AND EXPLAINS THE FOREIGN BUYER PROGRAM. THIS HAS INSPIRED THE PHILIPPINE TRUCKERS' ASSOCIATION TO SEND A 28-MEMBER MISSION TO THE INTERNATIONAL TRUCKING SHOW IN ANAHEIM, CALIFORNIA, AND THE GROUP IS SCHEDULED TO LEAVE ON MARCH 24. WE HAVE USED CONSIDERABLE PERSONNEL RESOURCES TO FOLLOW THIS UP, ESPECIALLY IN HELPING MISSION MEMBERS IN PREPARATION FOR THE JOURNEY. THE PROCESS MAY GENERATE STILL ANOTHER MISSION (AS YET UNSPECIFIED) THIS YEAR.

2. THIS METHOD OF MEETING OUR COMMERCIAL PROGRAM OBJECTIVES IN CONNECTION WITH THE FBP SEEMS BEST FOR US, BECAUSE EXPERIENCE HAS SHOWN THAT A MORE DIRECT AND INTENSIVE METHOD OF BUILDING TRADE MISSIONS IS UNLIKELY TO YIELD AN ACCEPTABLE COST/BENEFIT RATIO, BECAUSE THE BUYER GROUP IS OFTEN UNABLE TO PERSUADE THE PHILIPPINE AUTHORITIES TO ISSUE EXIT PERMITS WITHOUT SPONSORSHIP

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PAGE 02 MANILA 03885 161148Z

BY A LOCAL BUSINESS ASSOCIATION. ACCORDINGLY, THE EMBASSY'S FBP EFFORT AND THE IMPACT THAT POSSIBLE CURTAILMENT OF THE PROGRAM MAY HAVE ARE LIMITED.

3. DESPITE OUR LIMITED COMMITMENT OF RESOURCES TO THE FBP, WE REGRET THAT COMMERCE IS THREATENED WITH THE LOSS OF FINANCIAL RESOURCES TO SUPPORT FOREIGN BUYER

MISSIONS. OBVIOUSLY, THE EFFECTIVENESS, FROM A U.S.
SALES POINT OF VIEW, WILL SUFFER. WITHOUT COMMERCE
SUPPORT, THE MISSIONS PROBABLY WILL NOT RECEIVE USEFUL
ASSISTANCE IN GUIDING THEM TO WILLING AND ABLE U.S.
SUPPLIERS WHO CAN BEST FULFILL THEIR PURCHASING NEEDS,
AND THE MISSIONS MAY BE DISCOURAGED FROM MAKING
TRIPS IN THE FIRST PLACE.
SULLIVAN

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